

LISTING OF THE CLAIMS

1. (Currently amended) A method, implemented on at least one network device, for placing predetermined content in a result from a sponsored search, comprising:

providing at least (a) receiving a budget, [[and]] a time interval, a keyword, a piece of content, and a selection of one of a plurality of methods for calculating bids; for placing at least one bid on

(b) using the selected method, calculating a plurality of bids for [[a]] the keyword, each of the plurality of bids corresponding to one of a plurality of time periods within the time interval, the calculations based on:

an estimated average cost per click of the keyword for each of the plurality of time periods within the time interval, inferred from historical cost per click data, and

an actual number of clicks available for the keyword for each of the plurality of time periods within the time interval wherein the at least one bid is associated with the predetermined content, and wherein the predetermined content corresponds to the keyword;

selecting at least one predetermined method for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize a plurality of separate bids for corresponding keywords, and wherein the optimization is based on an estimated number of clicks on content in the result from the sponsored search, wherein the provided budget is available for use with the at least one selected method, and wherein the at least one predetermined method divides the budget into a plurality of sub-budgets for corresponding time intervals across the provided time interval, and the at least one predetermined method optimizes a plurality of separate bids for each sub-budget and corresponding time interval;

automatically (c) placing each of the plurality of the at least one bids on the keyword for the corresponding time period based on the at least one selected method and the provided budget, wherein automatically placing the at least one bid includes implementing the at least one

~~selected method that optimizes the plurality of separate bids, and wherein the optimized plurality of separate bids includes the at least one placed bid; and~~

~~(d) displaying the predetermined piece of content that is associated with the during one of the time periods within the time interval based on the bid placed for that time period at least one placed bid, and wherein the at least one placed bid is the at least one bid for the keyword, and wherein the at least one placed bid is at least one bid whose value is employed to acquire placement of the predetermined content in the result from the sponsored search.~~

2. (Currently amended) The method of Claim 1, wherein ~~acquiring of the placement of the predetermined~~ displaying the piece of content further comprises ranking of the ~~predetermined piece of~~ content based in part on the value of each bid.

3. (Currently amended) The method of Claim 1, wherein ~~placing calculating the at least one plurality of bids~~ further comprises at least one of ~~placing calculating~~ a bid to acquire the placement of ~~predetermined the piece of~~ content in at least one of a lower position in the result of the sponsored search, and ~~placing calculating~~ a bid to acquire the placement of ~~predetermined the piece of~~ content in at least one of a first three positions in the result of the sponsored search.

4. (Previously Presented) The method of Claim 1, wherein the at least one selected method includes optimization of the plurality of separate bids based on a cost per acquisition (CPA) method, comprising at least one of minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, and custom.

5. (Original) The method of Claim 4, wherein the custom method further comprises a shortest time for maximum acquisitions within a time interval budget.

6. (Previously Presented) The method of Claim 1, wherein the at least one selected method adds an unused portion of the budget for a time interval to another time interval.

7. (Original) The method of Claim 1, wherein the keyword further comprises at least one of a provided keyword, and a generated keyword that is related to the provided keyword.

8. (Previously Presented) The method of Claim 1, further comprising providing information that is employed by the at least one selected method to place the at least one bid, wherein the provided information further includes at least one of a total number of acquisitions for a time interval, time interval, position in ranked list of sponsored search result, fixed number of acquisitions for a time interval, start time, stop time, clicks per time interval, sub-budget for a time interval, and relevant keywords.

9. (Previously Presented) The method of Claim 8, wherein providing the time interval information further comprises providing information of a time zone for placing the at least one bid on the keyword for acquiring placement of the predetermined content in the result of the sponsored search.

10. (Previously Presented) The method of Claim 1, further comprising providing a profile that is employed to provide at least one of the keyword, the budget, and selection of the at least one method for bidding on the keyword.

11. (Currently amended) The method of Claim 1, further comprising determining multiple versions of ~~predetermined~~ the piece of content that corresponds to the keyword;

alternating between each version of ~~predetermined~~ the piece of content placed in the result for the sponsored search;

determining a number of clicks associated with each of the multiple versions of ~~predetermined~~ the piece of content; and

selecting a version of ~~predetermined the piece~~ of content that is associated with a maximum number of clicks, wherein the selected version of predetermined content is employed for a subsequent result in the sponsored search.

12. (Currently amended) The method of Claim 11, wherein each version of ~~predetermined the piece~~ of content further comprises a weighting factor that is employed to select a version of predetermined content with a most number of clicks in the subsequent result in the sponsored search.

13. (Currently amended) A method for managing an advertising campaign for a sponsored search, comprising:

~~providing at least one (a) receiving a budget, a time interval, a~~ keyword, advertising text, ~~[[and]] a desired number of total clicks over a period of time~~ the time interval for ~~[[each]]~~ the provided keyword of the at least one keyword, and a selection of one of a plurality of methods for calculating bids;

(b) using the selected method, calculating a plurality of bids for the keyword equal to the desired number of total clicks, each of the plurality of bids corresponding to one of a plurality of time periods within the time interval, the calculations based on:

an estimated average cost per click of the keyword for each of the plurality of time periods within the time interval, inferred from historical cost per click data, and

an actual number of clicks available for the keyword for each of the plurality of time periods within the time interval wherein at least one bid for each provided keyword of the at least one keyword is employed by the sponsored search to rank placement of advertising text at a position on a displayed list that is generated by the sponsored search in response to a request for the at least one provided keyword, wherein the desired number of total clicks is associated with a number of clicks on an advertising text in the displayed list;

(c) placing each of the plurality of bids on the keyword for the corresponding time period;

(d) displaying the advertising text during one of the time periods within the time interval based on the bid placed for that time period

providing a budget for automatically generating the at least one bid for each provided keyword of the at least one keyword over the period of time, wherein at least one bid for each provided keyword is dependent on at least the provided budget and the desired number of total clicks for the at least one provided keyword;

selecting at least one method for placing each at least one bid for each provided keyword of the at least one keyword over the period of time, wherein the at least one selected method is enabled to optimize a plurality of separate bids for each provided keyword, wherein the optimization is based on the provided budget and an estimated number of clicks on content in the result from the sponsored search, and wherein the at least one method divides the budget into a plurality of sub-budgets for corresponding time intervals across the provided period of time, and the at least one method optimizes a plurality of separate bids for each sub-budget and corresponding time interval; and

in response to a request for at least one provided keyword of the at least one keyword, employing the at least one selected method to automatically generate the at least one bid for the at least one requested keyword for placement of the provided advertising text on the displayed list, wherein employing the at least one selected method includes optimizing the plurality of separate bids based on the provided budget and the estimated number of clicks, and wherein the optimized plurality of separate bids includes the at least one generated bid.

14. (Currently amended) The method of claim 13, wherein calculating the plurality of bids placement of the provided advertising text on the displayed list further comprises acquiring placement of the advertising text in at least one of a first three positions on the

displayed list, and acquiring placement of the advertising text in a lower position on the ranked list.

15. (Currently amended) The method of claim 13, wherein ~~automatically generating the at least one bid for each provided keyword of the at least one keyword further comprises selecting at least one method for placing each bid, the at least one selected the plurality of methods include based in part on at least one cost per acquisition (CPA) methods of optimization of bids based on a minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, or custom.~~

16. (Currently amended) The method of Claim 13, wherein a keyword related to the ~~at least one provided~~ received keyword is generated and added to the ~~at least one~~ keyword.

17. (Currently amended) A server for placing advertiser data in a result from a sponsored search, comprising:

a memory for storing logical instructions;

a transceiver for communicating over a network, including receiving advertiser data;
and

a processor for executing the logical instructions stored in the memory, the logical instructions, when executed, causing actions to be performed, including:

(a) receiving at least a budget, [[and]] a time interval, a keyword, advertiser data, and a selection of one of a plurality of methods for calculating bids to be provided for placing at least one bid on a keyword, wherein the at least one bid is associated with advertiser data that corresponds to the keyword;

(b) using the selected method, calculating a plurality of bids for the keyword, each of the plurality of bids corresponding to one of a plurality of time periods within the time interval, the calculations based on:

an estimated average cost per click of the keyword for each of the plurality of time periods within the time interval, inferred from historical cost per click data,
and

an actual number of clicks available for the keyword for each of the plurality of time periods within the time interval receiving a selection of at least one method performed by the server for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize a plurality of separate bids for corresponding keywords, wherein the optimization is based on an estimated number of clicks on data in the result from the sponsored search, and wherein the at least one selected method divides the received budget into a plurality of sub-budgets for corresponding time intervals across the received time interval, and the at least one selected method optimizes a plurality of separate bids for each sub-budget and corresponding time interval;

(c) placing each of the plurality of bids on the keyword for the corresponding time period;

(d) displaying the advertiser data during one of the time periods within the time interval based on the bid placed for that time period

automatically determining placement of the at least one bid for the keyword based on the at least one selected method and the received budget, wherein automatically determining placement of the at least one bid includes implementing the at least one selected method that optimizes the plurality of separate bids including the at least one bid; and:

—displaying advertiser data that is associated with at least one bid for the keyword and whose value is employed to acquire placement of the advertiser data in the result from the sponsored search.

18. (Original) The server of Claim 17, wherein the advertiser data further comprises at least one of a number of acquisitions, time interval, position in a ranked list of sponsored search result, advertising copy, headlines, and a Uniform Resource Locator (URL).

19. (Original) The server of Claim 17, wherein the advertiser data further comprises multiple versions of advertising copy associated with the keyword.

20. (Previously Presented) The server of Claim 17, wherein the at least one selected method performed by the server includes optimization of the plurality of separate bids based on a cost per acquisition (CPA) method, comprising at least one of minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, and custom.

21. (Previously Presented) The server of Claim 17, further comprising a user interface application configured to receive the advertiser data.

22. (Previously Presented) The server of Claim 21, wherein the user interface application further comprises a graphical interface displayable at a client, the graphical interface further comprises:

an entry box configured to receive at least one of the budget, desired number of clicks, time zone, start time, stop time, number of clicks per day, position, relevant keywords, advertising headline, advertising copy, and a URL; and

a control means for enabling at least one of a generation of additional keywords, an optimization of the received advertiser data, and the determination of the method.

23. (Currently amended) A computer readable storage medium including computer-executable instructions stored thereon, which when executed by at least one processor, causes the processor to perform one or more actions for placing ~~predetermined~~ a piece of content in a result from a sponsored search, comprising:

enabling at least a budget, [[and]] a time interval, a keyword, the piece of content, and a selection of one of a plurality of methods for calculating bids to be provided for placing at least one bid on a keyword, wherein the at least one bid is associated with the predetermined content, and wherein the predetermined content corresponds to the keyword;

enabling, using the selected method, calculating a plurality of bids for the keyword, each of the plurality of bids corresponding to one of a plurality of time periods within the time interval, the calculations based on:

an estimated average cost per click of the keyword for each of the plurality of time periods within the time interval, inferred from historical cost per click data, and

an actual number of clicks available for the keyword for each of the plurality of time periods within the time interval a selection of at least one method for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize a plurality of separate bids for corresponding keywords, wherein the optimization is based on an estimated number of clicks on content in the result from the sponsored search, and wherein the at least one method divides the budget into a plurality of sub-budgets for corresponding time intervals across the provided time interval, and the at least one method optimizes a plurality of separate bids for each sub-budget and corresponding time interval;

enabling placing each of the plurality of bids on the keyword for the corresponding time period an automatic placement of at least one bid for the keyword based on the at least one selected method and the provided budget, wherein enabling the automatic placement of the at least one bid includes implementing the at least one selected method that optimizes the plurality of separate bids based on the estimated number of clicks, and wherein the optimized plurality of separate bids includes the at least one bid; and

enabling a display of the piece of content during one of the time periods within the time interval based on the bid placed for that time period ~~a display of predetermined content that is associated with the at least one bid for the keyword and whose value is employed to acquire placement of the predetermined content in the result from the sponsored search.~~

24. (Currently amended) The computer readable storage medium of claim 23, wherein ~~acquiring of the placement of the predetermined content~~ displaying the piece of content further comprises ranking of the ~~predetermined~~ piece of content by the value of each bid.

25. (Currently amended) The computer readable storage medium of Claim 23, wherein placing ~~at least one~~ each of the plurality of bids further comprises at least one of placing a bid to acquire placement of ~~predetermined~~ the piece of content in at least one of a lower position in the result of the sponsored search, and placing a bid to acquire the placement of ~~predetermined data~~ the piece of content in at least one of a first three positions in the result of the sponsored search.

26. (Previously Presented) The computer readable storage medium of Claim 23, wherein the at least one selected method further comprises optimization of the plurality of separate bids based on at least one cost per acquisition (CPA) method of minimum cost for maximum acquisitions, shortest time for maximum acquisitions, time interval budget, and custom.

27. (Previously Presented) The computer readable storage medium of Claim 26, wherein the custom method further comprises shortest time for maximum acquisitions within a time interval budget.

28. (Previously Presented) The computer readable storage medium of Claim 23, wherein the keyword comprises a generated keyword that is relevant to the provided keyword.

29. (Currently amended) The computer readable storage medium of Claim 23, further comprising ~~providing~~ receiving a profile that is employed to provide at least one of the keyword, the budget, and selection of the method for bidding on the keyword.

30. (Currently amended) An apparatus for placing ~~predetermined~~ a piece of content in a result from a sponsored search, comprising:

a means for enabling at least a budget, a time interval, a keyword, the piece of content, and a selection of one of a plurality of methods for calculating bids to be provided for ~~placing at least one bid on a keyword, wherein the at least one bid is associated with predetermined content that corresponds to the keyword;~~

a means for, using the selected method, calculating a plurality of bids for the keyword, each of the plurality of bids corresponding to one of a plurality of time periods within the time interval, the calculations based on:

an estimated average cost per click of the keyword for each of the plurality of time periods within the time interval, inferred from historical cost per click data,
and

an actual number of clicks available for the keyword for each of the plurality of time periods within the time interval ~~selecting of at least one method for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize a plurality of separate bids for corresponding keywords, and wherein the optimization is based on a number of clicks on content in the result from the sponsored search;~~

a means for placing each of the plurality of bids on the keyword for the corresponding time period ~~enabling an automatic placement of the at least one bid for the keyword based on the at least one selected method, the budget, and a provided time interval, wherein enabling the automatic placement includes implementing the at least one selected method that optimizes the plurality of separate bids, wherein the optimized plurality of separate bids includes the at least one bid, and wherein the at least one selected method divides the budget into a plurality of sub-~~

~~budgets for corresponding time intervals across the provided time interval, and the at least one selected method optimizes a plurality of separate bids for each sub-budget and corresponding time interval; and~~

a means for a display of the piece of content during one of the time periods within the time interval based on the bid placed for that time period enabling a display of the predetermined content that is associated with the at least one bid for the keyword and whose value is employed to acquire placement of the predetermined content in the result from the sponsored search.